



## **DURASHINE® by Tata BlueScope Steel is Awarded 'Brand of the Year 2023'**

**Mumbai, 2023:** DURASHINE® was unanimously chosen by consumers as “Brand of the Year 2023”, through a research based on consumer survey conducted by Marksmen Network Private Limited. DURASHINE® from Tata BlueScope Steel is a leading brand in retail segment, offering colour coated steel sheet products and solutions pan India. DURASHINE® has showcased highest standards of product development and customer service. The Brand has completed more than 15 years of outstanding performance and continues to offer customer centric and innovative solutions. DURASHINE® commands a leadership position in the segment with the widest network of channel partners creating 5000+ touchpoints.

On receiving the award, Mr. Anoop Kumar Trivedi, Managing Director - Tata BlueScope Steel said, “DURASHINE® is our flagship brand and it has retained its positioning as a category leader in colour coated steel for more than a decade. This recognition is a testament for the loyalty that the brand enjoys amongst its customers. This is a great moment, and such recognitions further encourage us to outperform at all levels; be it new product offerings, channel development or catering to customer needs.”

DURASHINE® is the flagship retail brand of Tata BlueScope Steel which offers colour coated steel in form of roof and wall solutions. The brand manufactures and sells roll formed colour coated steel roof & wall sheets, structural products, and accessories. DURASHINE® offers aesthetically superior and durable roofing solutions for residential, commercial, and industrial applications. Launched in the year 2008, the brand has won several awards and is the most preferred choice in this segment.

### **About Tata BlueScope Steel Limited**

Tata BlueScope Steel Private Ltd. (TBSPL) is a joint venture between Tata Steel, one of the leading steel manufacturing companies of India, and BlueScope Steel, world’s leading manufacturers of painted and coated steel products. With a strong legacy of innovation, excellence, and sustainability, the company offers a diverse range of high-quality steel building solutions for the construction industry and caters to distinct categories: Color Coated Coils, Steel Building Products and Solutions TBSPL operates in APAC region and has its own and integrated manufacturing facilities in Jamshedpur, Bhiwadi, Khed and Sriperumbudur.

For more details, please visit: <https://tatabluescopesteel.com/>

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